

Social Media Campaigns



OverDrive understands the importance of connecting with readers not only through digital content but over Social Media platforms. Social Media is now a crucial way to reach people of all ages and OverDrive is here to help! A Social Media Campaign helps build distinct relationships both in your library/school and in the community by grabbing the attention of readers and encouraging them to explore their next adventurous read.

PLATFORM IMAGE SUGGESTIONS

Instagram



NOTE: Don't forget to add a link to your library/school's website in your Instagram page "Bio"

Twitter



Facebook



CAPTIONS AND HASHTAG TIPS

- Feature popular titles within your digital collection
- Promote special events at your school or library
- Highlight your website and 24/7 availability of digital titles
- Add a location to show people what library or school to add to their app
 - **Key Words:** “Library”, “Digital Collection”, “We Love Reading”, “eBooks”, “School Reading”
 - **Popular Hashtags:** #eBooklove #Reading #LibraryLove #SchoolBooks #Readinglife #bookworm #ireadforfun #bookstagram #bookshelf #OverDriveReads #newbooks
 - Create a unique hashtag for your library/school or any slogan you may already use, e.g #RHSReads #LovetheLibrary

Tip: In addition to the above recommendations, feel free to explore trending topics, recommended hashtags, and memes.

SUGGESTED CAPTIONS/ LINKS

- eBooks are here! Visit our new digital collection today: http://***.overdrive.com

Did you know we have free eBooks, digital audiobooks & more? Browse our collection and borrow a title at http://***.overdrive.com

- Due to the weather/holiday/construction, X library branch/school is closed. Good news: Our digital collection is always open! http://***.overdrive.com
- #NowReading: http://***.overdrive.com
- Ready for a road trip? Download an audiobook for the journey: http://***.overdrive.com
- Calling all #booklovers: Have you browsed our newest eBooks? http://***.overdrive.com
- Free eBooks and audiobooks – no catch! All you need is your library card. Try the Libby app! <https://meet.libbyapp.com/>

* Please Note: Instagram will not allow you to put a link in the caption but you can add links to your bio.